

WHAT IS CLAIMED IS:

1. A buyer computing device operable by a buyer for purchasing a product from a merchant by way of a data network, comprising:
 - a network interface component for exchanging data by way of the data network;
 - a display component for displaying a product available for purchase from the merchant through a merchant computing device;
 - a purchase order component configured to send to the merchant, in response to a single purchasing action taken to purchase a product displayed by the display component, a purchase order for the product by way of the data network;
 - a value storage component for electronically storing data representative of a currency of an issuer, and verifiable as representing the currency by the merchant, the value storage component being configurable to electronically transfer data representative of an amount of the currency to the merchant in response to the single purchasing action.
2. The buyer computing device of claim 1, wherein the purchase order component is configured to send the purchase order to the merchant computing device.
3. The buyer computing device of claim 1, wherein the value storage component is configurable to electronically transfer by way of the data network the data representative of the amount of the currency upon request from the merchant, the request being initiated in response to the single purchasing action.
4. The buyer computing device of claim 3, wherein the value storage

component is operable to receive the request from the merchant computing device.

5. The buyer computing device of claim 3, wherein the value storage component is operable to receive the request from a computing device separate from the merchant computing device.
6. The buyer computing device of claim 1, further comprising an authorization component, the authorization component being configurable to authorize the value storage component to transfer to the merchant, by way of the data network, the data representative of an amount of the currency from the value storage component to complete the purchase order.
7. The buyer computing device of claim 6, wherein the authorization component is configurable to authorize transfer of the data representative of an amount of the currency to a maximum predetermined amount.
8. The buyer computing device of claim 6, wherein the authorization component is configurable to authorize transfer of sufficient amounts of the data representative of an amount of the currency to pay for download of data to the buyer computing device by way of the network.
9. The buyer computing device of claim 8, wherein the download of data comprises at least one of audio data, video data, image data, text data and executable data.
10. The buyer computing device of claim 6, wherein the authorization component is configurable to authorize repeated transfer of sufficient amounts of the data representative of an amount of the currency to pay consumption based charges for the product.
11. The buyer computing device of claim 10, wherein the consumption based charges are based on at least one of time, data volume, and bandwidth usage.
12. The buyer computing device of claim 1, wherein the single purchasing

action is one of selection of an object, generation of a sound, and depression of a key.

13. The buyer computing device of claim 1, wherein the data representative of the amount of the currency is untraceable to the buyer.

14. The buyer computing device of claim 1, wherein the display component comprises a world wide web compatible browser to display a merchant web page offering the product available for purchase, received by way of the data network.

15. The buyer computing device of claim 14, wherein the purchase order component comprises code executable by the browser to enable a single purchasing action and to send to the merchant computing device the purchase order.

16. The buyer computing device of claim 15, wherein the single purchasing action is enabled by one of selection of an object, generation of a sound, and depression of a key.

17. The buyer computing device of claim 1, wherein the data representative of a currency of an issuer is cryptographically encoded.

18. The buyer computing device of claim 1, wherein the data representative of a currency of an issuer is verifiable without assistance of the issuer.

19. The buyer computing device of claim 1, wherein the data representative of a currency of an issuer is verifiable by a third party.

20. A client-server system for purchasing a product available from a merchant by way of a data network, the system comprising,

on a buyer client computing device:

a network interface component for exchanging data by way of the data network;

a display component for displaying a product available for purchase from the merchant through a merchant computing device;

a purchase order component configured to send to the merchant, in response to a single purchasing action taken to purchase a product displayed by the display component, a purchase order for the product by way of the data network;

a value storage component for electronically storing data representative of a currency of an issuer, and verifiable as representing the currency by the merchant;

on a merchant operated server computing device:

a network interface component for exchanging data by way of the data network;

a payment handler component configurable to request from the value storage component electronic transfer of data representative of an amount of the currency to the merchant in response to the single purchasing action.

21. A method of purchasing a product from a merchant by way of a data network, comprising:

on a network enabled buyer computing device:

providing a display component for displaying a product available for purchase from the merchant through a merchant computing device;

providing a purchase order component for sending to the merchant, in response to a single purchasing action taken to purchase a product displayed by the display component, a purchase order for the product by way of the data network;

providing a value storage component for electronically storing data representative of a currency of an issuer, and verifiable as representing the currency by the merchant, the value storage component being configurable to electronically transfer data representative of an amount of the currency to the merchant in response to the single purchasing action.

22. The method of claim 21, further comprising configuring the purchase order component to send the purchase order to the merchant computing device.
23. The method of claim 22, further comprising configuring the value storage component to electronically transfer by way of the data network the data representative of the amount of the currency upon request from the merchant, the request being initiated in response to the single purchasing action.
24. The method of claim 23, further comprising initiating the request from the merchant from a payment receiving component on the merchant computing device.
25. The method of claim 23, further comprising initiating the request from the merchant from a payment receiving component on a computing device separate from the merchant computing device.
26. The method of claim 21, further comprising providing an authorization component configurable to authorize the value storage component to transfer to the merchant, by way of the data network, the data representative of an amount of the currency from the value storage component to complete the purchase order.
27. The method of claim 26, further comprising configuring the authorization component to authorize transfer of the data representative of an amount of the currency to a maximum predetermined amount.
28. The method of claim 26, further comprising configuring the authorization component to authorize transfer of sufficient amounts of the data representative of

an amount of the currency to pay for download of data to the buyer computing device by way of the network.

29. The method of claim 28, wherein the download of data comprises at least one of audio data, video data, image data, text data and executable data.

30. The method of claim 26, further comprising configuring the authorization component to authorize repeated transfer of sufficient amounts of the data representative of an amount of the currency to pay consumption based charges for the product.

31. The method of claim 30, further comprising basing the consumption based charges on one of time, data volume, and bandwidth usage.

32. The method of claim 21, further comprising effecting the single purchasing action by one of selection of an object, generation of a sound, and depression of a key.

33. The method of claim 21, further comprising configuring the data representative of the amount of the currency to be untraceable to the buyer.

34. The method of claim 21, wherein the display component comprises a world wide web compatible browser, and the method further comprises displaying a merchant web page offering the product available for purchase, received by way of the data network.

35. The method of claim 34, further comprising configuring the purchase order component as code executable by the browser to enable a single purchasing action and to send to the merchant computing device the purchase order.

36. The method of claim 35, further comprising effecting the single purchasing action by one of selection of an object, generation of a sound, and depression of a key.

37. The method of claim 21, wherein the data representative of a currency of

an issuer is verifiable by a third party.

38. A computer readable medium, storing computer executable software instructions that when loaded at a buyer computing device comprising a processor and processor readable memory adapt the buyer computing device to:

provide a display component for displaying a product available for purchase from the merchant through a merchant computing device;

provide a purchase order component for sending to the merchant, in response to a single purchasing action taken to purchase a product displayed by the display component, a purchase order for the product by way of the data network;

provide a value storage component to electronically store data representative of a currency of an issuer, and verifiable as representing the currency by the merchant, the value storage component being configurable to electronically transfer data representative of an amount of the currency to the merchant in response to the single purchasing action.

39. The computer readable medium of claim 38, wherein the software instructions further adapt the buyer computing device to configure the purchase order component to send the purchase order to the merchant computing device.

40. The computer readable medium of claim 38, wherein the software instructions further adapt the buyer computing device to configure the value storage component to electronically transfer by way of the data network the data representative of the amount of the currency upon request from the merchant, the request being initiated in response to the single purchasing action.

41. The computer readable medium of claim 40, wherein the software instructions further adapt the buyer computing device to maintain an authorization component, the authorization component being configurable to authorize the value

storage component to transfer to the merchant, by way of the data network, the data representative of an amount of the currency from the value storage component to complete the purchase order.

42. The computer readable medium of claim 41, wherein the software instructions further adapt the buyer computing device to configure the authorization component to authorize transfer of the data representative of an amount of the currency to a maximum predetermined amount.

43. The computer readable medium of claim 41, wherein the software instructions further adapt the buyer computing device to configure the authorization component to authorize transfer of sufficient amounts of the data representative of an amount of the currency to pay for download of data to the buyer computing device by way of the network.

44. The computer readable medium of claim 43, wherein the software instructions further adapt the buyer computing device to download data comprising at least one of audio data, video data, image data, text data and executable data.

45. The computer readable medium of claim 41, wherein the software instructions further adapt the buyer computing device to configure the authorization component to authorize repeated transfer of sufficient amounts of the data representative of an amount of the currency to pay consumption based charges for the product.

46. The computer readable medium of claim 45, wherein the software instructions further adapt the buyer computing device to base the consumption based charges on one of time, data volume, and bandwidth usage.

47. The computer readable medium of claim 38, wherein the software instructions further adapt the buyer computing device to effect the single purchasing action by one of selection of an object, generation of a sound, and depression of a key.

48. The computer readable medium of claim 38, wherein the software instructions further adapt the buyer computing device to configure the data representative of the amount of the currency to be untraceable to the buyer.
49. The computer readable medium of claim 38, wherein the display component comprises an HTML compatible browser, and the software instructions further adapt the buyer computing device to display a merchant web page offering the product available for purchase, received by way of the data network.
50. The computer readable medium of claim 49, wherein the software instructions further adapt the buyer computing device to configure the purchase order component as code executable by the browser to enable a single purchasing action and to send to the merchant computing device the purchase order.
51. The computer readable medium of claim 50, wherein the software instructions further adapt the buyer computing device to effect the single purchasing action by one of selection of an object, generation of a sound, and depression of a key.